

Amendments to the Claims

Please amend claims 1 and 34. This listing of claims will replace all prior versions, and listings, of this application.

Listing of Claims:

1. (currently amended) A method of presenting an electronic program guide, comprising:
receiving program guide data; and
presenting the program guide data as program listings for a plurality of television programs ~~such that at least one of the program listings include a graphical element for a corresponding one of the plurality of television programs,~~
wherein at least one of the plurality of television programs is a graphically branded television program.

2. (currently amended) The method of claim 1, wherein the graphically branded television program element is a logo ~~for the corresponding one of the plurality of television programs that corresponds to the television program being displayed in the program listings.~~

3. (currently amended) The method of claim 1, wherein the graphically branded television program element is a celebrity image.

4. (currently amended) The method of claim 1, wherein the graphically branded television program element is an affiliation indicator.

5. (original) The method of claim 4, wherein the affiliation indicator identifies a network affiliate.

6. (original) The method of claim 4, wherein the affiliation indicator identifies a sports team affiliate.

7. (original) The method of claim 4, wherein the affiliation indicator identifies a corporate affiliate.

8. (original) The method of claim 4, wherein the affiliation indicator identifies an event affiliate.

9. (original) The method of claim 4, wherein the affiliation indicator identifies a guide affiliate.

10. (original) The method of claim 4, wherein the affiliation indicator identifies a sponsor.

11. (currently amended) The method of claim 1, further comprising presenting text information in the at least one ~~of the program listings~~ graphically branded television program.

12. (currently amended) The method of claim 1, further comprising presenting an informational icon in the at least one ~~of the program listings~~ graphically branded television program.

13. (original) The method of claim 1, further comprising presenting an information tray with the program listings.

14. (original) The method of claim 13, further comprising presenting a legend in the information tray.

15. (original) The method of claim 13, further comprising presenting weather information in the information tray.

16. (original) The method of claim 13, further comprising presenting news information in the information tray.

17. (original) The method of claim 13, further comprising presenting an advertising element in the information tray.

18. (currently amended) The method of claim 1, further comprising presenting the ~~program listings~~ television programs as buttons.

19. (original) The method of claim 1, further comprising displaying a guide provider logo and presenting channel indicators which are similar in style to the guide provider logo.

20. (original) The method of claim 1, further comprising displaying an advertisement within the program listings.

21. (original) The method of claim 20, wherein the advertisement includes a logo for a television program.

22. (original) The method of claim 20, wherein the advertisement includes a celebrity image.

23. (original) The method of claim 20, wherein the advertisement includes an affiliation indicator.

24. (original) The method of claim 1, further comprising displaying a promotion within the program listings.

25. (original) The method of claim 24, wherein the promotion includes a logo for a television program.

26. (original) The method of claim 24, wherein the promotion includes a celebrity image.

27. (original) The method of claim 24, wherein the promotion includes an affiliation indicator.

28. (original) The method of claim 1, wherein the electronic program guide is a passive television program guide.

29. (original) The method of claim 1, wherein the electronic program guide is an interactive television program guide.

30. (original) The method of claim 1, wherein the electronic program guide is an online television program guide.

31. (currently amended) The method of claim 1, wherein the ~~program listings are~~ at least one graphically branded television program is organized in a grid.

32. (currently amended) The method of claim 1, wherein the ~~program listings are~~ at least one graphically branded television program is organized in a list.

33. (currently amended) The method of claim 1, wherein the ~~program listings are~~ at least one graphically branded television program is selectable.

34. (currently amended) A system for presenting an electronic program guide, comprising:

program guide provider equipment that ~~receives~~ transmits program guide data; and

program guide display equipment that receives the program guide data and presents the program guide data as program listings for a plurality of television programs such that at least one of the program listings include a graphical element for a corresponding one of the plurality of television programs, wherein at least one of the plurality of television programs is a graphically branded television program.

35. (currently amended) The system of claim 34, wherein the graphically branded television program element is a logo ~~for the corresponding one of the plurality of television~~

programs that corresponds to the television program being displayed in the program listings.

36. (currently amended) The system of claim 34, wherein the graphically branded television program element is a celebrity image.

37. (currently amended) The system of claim 34, wherein the graphically branded television program element is an affiliation indicator.

38. (original) The system of claim 37, wherein the affiliation indicator identifies a network affiliate.

39. (original) The system of claim 37, wherein the affiliation indicator identifies a sports team affiliate.

40. (original) The system of claim 37, wherein the affiliation indicator identifies a corporate affiliate.

41. (original) The system of claim 37, wherein the affiliation indicator identifies an event affiliate.

42. (original) The system of claim 37, wherein the affiliation indicator identifies a guide affiliate.

43. (original) The system of claim 37, wherein the affiliation indicator identifies a sponsor.

44. (currently amended) The system of claim 34, wherein the program guide display equipment presents text information in ~~at least one of the program listings~~ graphically branded television program.

45. (currently amended) The system of claim 34, wherein the program guide display equipment presents an informational icon in ~~at least one of the program listings~~ graphically branded television program.

46. (original) The system of claim 34, wherein the program guide display equipment presents an information tray with the program listings.

47. (original) The system of claim 46, wherein the program guide display equipment presents a legend in the information tray.

48. (original) The system of claim 46, wherein the program guide display equipment presents weather information in the information tray.

49. (original) The system of claim 46, wherein the program guide display equipment presents news information in the information tray.

50. (original) The system of claim 46, wherein the program guide display equipment presents an advertising element in the information tray.

51. (currently amended) The system of claim 34, wherein the program guide display equipment presents the ~~program listings~~ television programs as buttons.

52. (original) The system of claim 34, wherein the program guide display equipment displays a guide provider logo and presents channel indicators which are similar in style to the guide provider logo.

53. (original) The system of claim 34, wherein the program guide display equipment displays an advertisement within the program listings.

54. (original) The system of claim 53, wherein the advertisement includes a logo for a television program.

55. (original) The system of claim 53, wherein the advertisement includes a celebrity image.

56. (original) The system of claim 53, wherein the advertisement includes an affiliation indicator.

57. (original) The system of claim 34, wherein the program guide display equipment displays a promotion within the program listings.

58. (original) The system of claim 57, wherein the promotion includes a logo for a television program.

59. (original) The system of claim 57, wherein the promotion includes a celebrity image.

60. (original) The system of claim 57, wherein the promotion includes an affiliation indicator.

61. (original) The system of claim 34, wherein the electronic program guide is a passive television program guide.

62. (original) The system of claim 34, wherein the electronic program guide is an interactive television program guide.

63. (original) The system of claim 34, wherein the electronic program guide is an online television program guide.

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64. (currently amended) The system of claim 34, wherein the ~~program listings are~~ at least one graphically branded television program is organized in a grid.

15 65. (currently amended) The system of claim 34, wherein the ~~program listings are~~ at least one graphically branded television program is organized in a list.

66. (currently amended) The system of claim 34, wherein the ~~program listings are~~ at least one graphically branded television program is selectable.